



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 331233

### Schedule Dates

10/09/12-10/15/12

### Advertiser

Pol/Iss/NC Citizens 4 Progress (16868)

### Agency

Shorr & Associates (2909)

### Product

Political - Issue (1068)

### Brand

NC CITIZENS PROGRESS (136194)

### Salesperson

Telerep/Philadelphia, Philadelphia (1057)

### Sales Office

Telerep/Philadelphia

### Buyer Name

D'ETTORRE, MICHAEL

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political

### Billing Type

Standard

### Comments

NC CITIZENS PROGRESS \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* NC CITIZENS FOR PROGRESS

Date Entered 09/12/12  
Last Modified 10/09/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06313244  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$8,925.00  
Net Total \$50,575.00  
Sales Tax

## Charlotte (WSOC)

By Broadcast Month  
Oct. 2012  
Grand Total:  
Spots 38  
Rate \$59,500.00  
\$59,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	0/23/12-10/26/12	2	:30	5:30A- 6A (EST)	1			1	1	1	1		4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
1.1	Normal Line / Spot	0/09/12-10/12/12	2	:30	5:30A- 6A (EST)	1			1	1	1	1		4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
2.0	Revised Line / Spot	0/29/12-10/29/12	2	:30	5:30A- 6A (EST)	1								1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
2.1	Normal Line / Spot	0/15/12-10/15/12	2	:30	5:30A- 6A (EST)	1								1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
3.0	Revised Line / Spot	0/23/12-10/26/12	2	:30	7- 8A (EST)	1			1	1	1	1		4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
3.1	Revised Line / Spot	0/09/12-10/12/12	2	:30	7- 8A (EST)	1			1	1	1	1		4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
3.2	Normal Line / Spot	0/09/12-10/11/12	2	:30	7- 8A (EST)	1			1	1	1	1		4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
4.0	Revised Line / Spot	0/29/12-10/29/12	2	:30	7- 8A (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
4.1	Normal Line / Spot	0/15/12-10/15/12	2	:30	7- 8A (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
5.0	Revised Line / Spot	0/23/12-10/23/12	2	:30	8- 9A (EST)	1			1					1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
5.1	Revised Line / Spot	0/09/12-10/09/12	2	:30	8- 9A (EST)	1			1					1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
5.2	Normal Line / Spot (B/E)	0/09/12-10/09/12	2	:15	15:30- 9A (EST)	1			1					1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
6.0	Revised Line / Spot	0/29/12-10/29/12	2	:30	8- 9A (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
6.1	Revised Line / Spot	0/15/12-10/15/12	2	:30	8- 9A (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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### Product

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### Sales Office

Telerep/Philadelphia

### Buyer Name

D'ETTORRE, MICHAEL

### Phone/Fax

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### CPE

N/A

### Account Types

National/Political

### Billing Type

Standard

### Comments

NC CITIZENS PROGRESS  
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Net Total \$50,575.00  
Sales Tax

## Charlotte (WSOC)

By Broadcast Month Spots Rate  
Oct. 2012 38 \$59,500.00  
Grand Total: 38 \$59,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
6.2	Normal Line / Spot (8/E)	10/15/12-10/15/12	2	:15	7:15A- 9A (EST)	1	1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
7.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	12P- 1P (EST)			1	1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12
7.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	12P- 1P (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
8.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	12P- 1P (EST)		1										Charlotte (WSOC)	1X MAX/DAY	9/12/12
8.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	12P- 1P (EST)	1	1							1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
9.0	Revised Line / Spot	10/23/12-10/26/12	4	:30	4P- 5P (EST)			2	2	2	2			8	\$850.00	\$6,800.00	Charlotte (WSOC)	2X MAX/DAY	9/12/12
9.1	Normal Line / Spot	10/09/12-10/12/12	4	:30	4P- 5P (EST)			2	2	2	2			8	\$850.00	\$6,800.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
10.0	Revised Line / Spot	10/29/12-10/29/12	4	:30	4P- 5P (EST)		2							2	\$850.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	9/12/12
10.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	4P- 5P (EST)	2	2							2	\$850.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
11.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	5:30P- 6P (EST)			1	1	1	1			4	\$2,600.00	\$10,400.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
11.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	5:30P- 6P (EST)			1	1	1	1			4	\$2,600.00	\$10,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
12.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	5:30P- 6P (EST)		1							1	\$2,600.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
12.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	5:30P- 6P (EST)	1	1							1	\$2,600.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
13.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	6P- 6:30P (EST)				1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

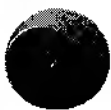
Date:

Accepted-Station:

Date:

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Agency Shorr & Associates (2909)  
Product Political - Issue (1068)  
Brand NC CITIZENS PROGRESS (136194)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name D'ETTORRE, MICHAEL  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments NC CITIZENS PROGRESS  
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13.1	Normal Line / Spot	10/10/12-10/11/12	2	:30	6A- 6:30P (EST)				1	1				2	\$3,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
14.0	Revised Line / Spot	10/24/12-10/24/12	2	:30	11P- 11:35P (EST)				1								Charlotte (WSOC)	1X MAX/DAY	9/12/12
14.1	Revised Line / Spot	10/10/12-10/10/12	2	:30	11P- 11:35P (EST)				1								Charlotte (WSOC)	1X MAX/DAY	10/5/12
14.2	Normal Line / Spot (B/E)	10/10/12-10/10/12	2	:15	15P- 11:35P (EST)				1					1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
15.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	11P- 11:35P (EST)		1										Charlotte (WSOC)	1X MAX/DAY	9/12/12
16.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	11P- 11:35P (EST)		1							1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
16.0	Revised Line / Spot	10/27/12-10/27/12	2	:30	7A- 8A (EST)							1					Charlotte (WSOC)	1X MAX/DAY	9/12/12
16.1	Normal Line / Spot	10/13/12-10/13/12	2	:30	7A- 8A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
17.0	Revised Line / Spot	10/27/12-10/27/12	2	:30	8A- 9A (EST)							1					Charlotte (WSOC)	1X MAX/DAY	9/12/12
17.1	Revised Line / Spot	10/13/12-10/13/12	2	:30	8A- 9A (EST)							1					Charlotte (WSOC)	1X MAX/DAY	10/5/12
17.2	Normal Line / Spot (B/E)	10/13/12-10/13/12	2	:15	15:58A- 9A (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
18.1	Normal Line / Spot (B/E)	10/10/12-10/12/12	2	:15	15:58A- 9A (EST)				1					1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
18.0.1	Closed Preempt	10/10/12															Charlotte (WSOC)	Political/Spot -	
18.1	M/G For 18.0.1 / Spot (B/E)	10/12/12-10/12/12	6	:15	15:58P- 11P (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12

## CONFIRMATION CONTRACT

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Date:

Accepted Station:

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Comments:

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